

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Mundy Katowitz Media**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 808888 /		<u>Alt Order #</u> 06278505
<u>Product</u> <b>PRIORITIES US ACTION</b>		
<u>Contract Dates</u> <b>09/11/12 - 09/17/12</b>		<u>Estimate #</u> <b>1560</b>
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 08/14/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WOIO	09/14/12	09/14/12	Let's Make A Deal	10-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$500.00			
N 2	WOIO	09/14/12	09/14/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$500.00			
N 3	WOIO	09/14/12	09/14/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$525.00			
N 4	WOIO	09/14/12	09/14/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$600.00			
N 5	WOIO	09/13/12	09/13/12	Action News at 430a	430-5a		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$90.00			
N 6	WOIO	09/14/12	09/14/12	Action News at 5a	5-6a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$125.00			
N 7	WOIO	09/14/12	09/14/12	Action News at 5p	5-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$700.00			
N 8	WOIO	09/14/12	09/14/12	Action News at 6p	6-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$700.00			
N 9	WOIO	09/14/12	09/14/12	Action News at 6a	6-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$175.00			
N 10	WOIO	09/14/12	09/14/12	The Early Show	7-9a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----1--				1	\$165.00			
N 11	WOIO	09/17/12	09/17/12	Let's Make A Deal	10-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

Contract / Revision	Alt Order #
808888 /	06278505

Contract Dates	Product	Estimate #
09/11/12 - 09/17/12	PRIORITIES US ACTION	1560

Advertiser	Original Date / Revision
Priorities USA Action	08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/17/12	09/23/12	1-----				1	\$500.00																													
N 12	WOIO	09/17/12	09/17/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00																										
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Week:		09/17/12	09/23/12	1-----				1	\$500.00																													
N 13	WOIO	09/17/12	09/17/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/17/12	09/23/12	1-----				1	\$475.00																													
N 14	WOIO	09/17/12	09/17/12	Action News at 4p	4-5p		:30			NM	1	\$650.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/17/12	09/23/12	1-----				1	\$650.00																													
N 15	WOIO	09/17/12	09/17/12	Action News at 6p	6-630p		:30			NM	1	\$700.00																										
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Week:		09/17/12	09/23/12	1-----				1	\$700.00																													
N 16	WOIO	09/17/12	09/17/12	Action News at 6a	6-7a		:30			NM	1	\$175.00																										
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Week:		09/17/12	09/23/12	1-----				1	\$175.00																													
N 17	WOIO	09/17/12	09/17/12	The Early Show	7-9a		:30			NM	1	\$165.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/17/12	09/23/12	1-----				1	\$165.00																													
N 18	WOIO	09/15/12	09/15/12	11p-1205a	11p-1205a		:30			NM	1	\$750.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/10/12	09/16/12	-----1-				1	\$750.00																													
N 19	WOIO	09/16/12	09/16/12	1205a-105a	1205a-105a		:30			NM	1	\$325.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/10/12	09/16/12	-----1				1	\$325.00																													
N 20	WOIO	09/16/12	09/16/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00																										
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Week:		09/10/12	09/16/12	-----1				1	\$500.00																													
N 21	WOIO	09/16/12	09/16/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00																										
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Week:		09/10/12	09/16/12	-----1				1	\$450.00																													
N 22	WOIO	09/13/12	09/13/12	Let's Make A Deal	10-11a		:30			NM	1	\$500.00																										
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Week:		09/10/12	09/16/12	---1---				1	\$500.00																													
N 23	WOIO	09/13/12	09/13/12	Price is Right	11a-12p		:30			NM	1	\$525.00																										
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Week:		09/10/12	09/16/12	---1---				1	\$525.00																													
N 24	WOIO	09/13/12	09/13/12	Craig Ferguson	1235a-138a		:30			NM	1	\$300.00																										
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Week:		09/10/12	09/16/12	---1---				1	\$475.00																													
N 26	WOIO	09/13/12	09/13/12	Action News at 4p	4-5p		:30			NM	1	\$650.00																										
<table> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>09/10/12</td><td>09/16/12</td><td>---1---</td><td></td><td></td><td></td><td>1</td><td>\$650.00</td><td></td><td></td><td></td></tr> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				Week:		09/10/12	09/16/12	---1---				1	\$650.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/10/12	09/16/12	---1---				1	\$650.00																													
N 27	WOIO	09/13/12	09/13/12	Action News at 5a	5-6a		:30			NM	1	\$125.00																										
<table> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>09/10/12</td><td>09/16/12</td><td>---1---</td><td></td><td></td><td></td><td>1</td><td>\$125.00</td><td></td><td></td><td></td></tr> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				Week:		09/10/12	09/16/12	---1---				1	\$125.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		09/10/12	09/16/12	---1---				1	\$125.00																													

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**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 808888 /		<u>Alt Order #</u> 06278505
<u>Contract Dates</u> <b>09/11/12 - 09/17/12</b>	<u>Product</u> PRIORITIES US ACTION	<u>Estimate #</u> 1560
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	WOIO	09/13/12	09/13/12	Action News at 5p	5-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--- 1---				1	\$700.00			
N 29	WOIO	09/13/12	09/13/12	Action News at 6p	6-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--- 1---				1	\$700.00			
N 30	WOIO	09/13/12	09/13/12	Action News at 6a	6-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--- 1---				1	\$175.00			
N 31	WOIO	09/13/12	09/13/12	The Early Show	7-9a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--- 1---				1	\$165.00			
N 32	WOIO	09/12/12	09/12/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$500.00			
N 33	WOIO	09/12/12	09/12/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$525.00			
N 34	WOIO	09/12/12	09/12/12	Craig Ferguson	1235a-138a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$300.00			
N 35	WOIO	09/12/12	09/12/12	Action News at 4p	4-5p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$650.00			
N 36	WOIO	09/12/12	09/12/12	Action News at 430a	430-5a		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$90.00			
N 37	WOIO	09/12/12	09/12/12	Action News at 5a	5-6a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$125.00			
N 38	WOIO	09/12/12	09/12/12	Action News at 5p	5-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$700.00			
N 39	WOIO	09/12/12	09/12/12	Action News at 6a	6-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$175.00			
N 40	WOIO	09/12/12	09/12/12	The Early Show	7-9a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$165.00			
N 41	WOIO	09/12/12	09/12/12	Inside Edition	730-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-- 1----				1	\$500.00			
N 42	WOIO	09/16/12	09/16/12	NFL Today	12-1p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1				1	\$4,000.00			
N 43	WOIO	09/16/12	09/16/12	Sun Hour 3	9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----- 1				1	\$3,500.00			
N 44	WOIO	09/16/12	09/16/12	Sun Hour 4	10-11p		:30			NM	1	\$3,500.00

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<u>Contract / Revision</u> 808888 /		<u>Alt Order #</u> 06278505
<u>Contract Dates</u> <b>09/11/12 - 09/17/12</b>	<u>Product</u> PRIORITIES US ACTION	<u>Estimate #</u> <b>1560</b>
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$3,500.00			
N 45	WOIO	09/16/12	09/16/12	Sun Action News at 7a	7-9a		:30			NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$215.00			
Totals											45	\$28,530.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	45	\$28,530.00	\$24,250.50
<b>Totals</b>	<b>45</b>	<b>\$28,530.00</b>	<b>\$24,250.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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